



Agent
ACCELERATOR

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Marketing on a Budget: Strategies for Travel Advisors

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**So, why listen
to this gal?**



Session Agenda

- **Targeting Your Audience**

Step one to a successful marketing plan

- **Budget Minded Marketing Ideas**

10+ ways to implement effective marketing action into your business

- **Tools & Tips**

How to master your marketing after this session (and we'll help!)



mar·ket·ing

Noun

the activity or business of promoting and selling products or services, including market research and advertising.



Step 1: Knowing Your Target Audience

Who is already purchasing the product
you want to sell?

- How do you reach these people?
- Make a list of your goals and then who the target audience is
- What resources or channel(s) can reach these people?



Budget Minded Marketing Ideas



Idea #1

Utilizing Social Media

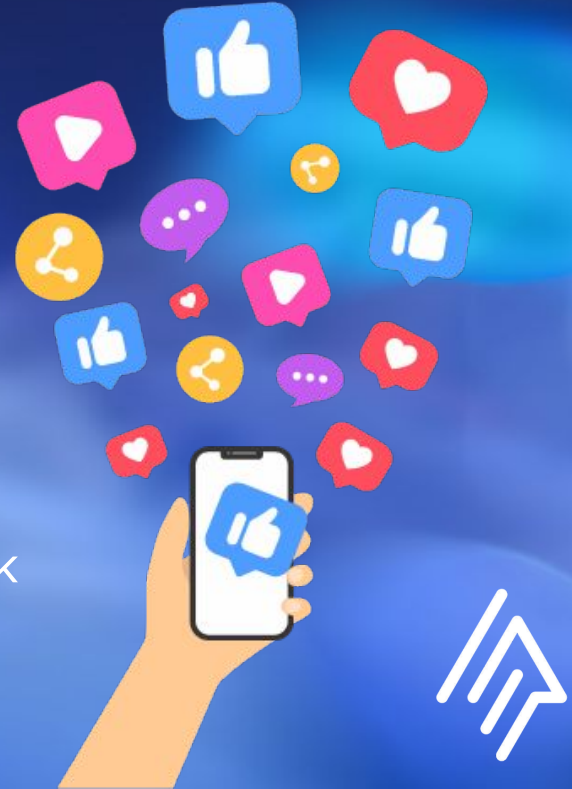


Social Media

- Cost = \$0
- Find a platform and stick to it
- Consistency, consistency, consistency is key!

Quick Win Ideas:

- Create a Facebook Group or join & interact in others
- Make consistency easy with weekly posts: “Travel Tuesday”, Destination of the Week
- Storytelling: This is what sets you apart



Idea #2

Travel Blog or Newsletter

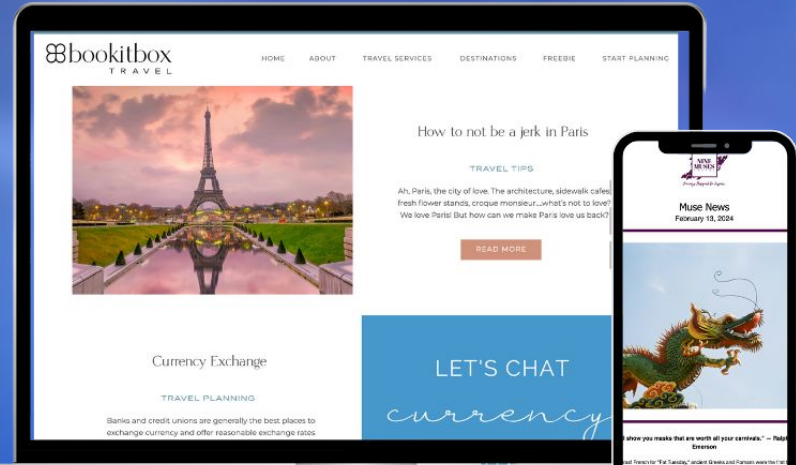


Travel Blog or Newsletter

Quick Win Ideas:

- Short posts about travel tips, updates, or travel news
- Share your own trip or what you're excited about booking for you or clients
- Don't forget to show your personal side, you're your own brand!

✨ Shows you're the expert
✨ Content to double as social posts, freebies, & more!



Idea #3

Email Marketing



Email Marketing



- **Make it Repeatable:**
Use templates, consistent layouts, make it easy to repeat the process
- **Have Goals:**
Driving more interest, pushing audience down the funnel
- **Scheduling:**
1-2/month is sufficient. Just be consistent.



Free Email Marketing Services



mailchimp

1,000 Monthly Email Sends



Sender

2,500 Subscribers

mailer **lite**

12,000 Monthly Email Sends



omnisend

250 Subscribers

 **mailjet**

6,000 Monthly Email Sends

SendPulse

15,000 Monthly Sends



Idea #4

Collaboration



Collaboration 🤝

- **Connect with Your Community:**
Work with local businesses to host events, plan group trips, etc.
- **Work with Your Suppliers & Partners**
Ask your BDM if you can host virtual event, giveaway, offer incentives
- **So Many Ideas!**
Brainstorm who you know or don't know (yet) and how you can work together



Idea #5

Participate in Local Events



In-Person Connection



- Find Event Shows in Your Area Related to Your Niche
- Local Food & Drink Events
- Races, Festivals, Seasonal Events
- *Cost may be higher but worth the ROI if done strategically*



Idea #6

Word of Mouth



The Marketing OG

- **Ask for Reviews:**
Clients can leave reviews on your website, social media, travel review sites
- **Ask for Referrals**
Pro Tip: This is where email marketing can be key! Set up an automated email to go out or add a section on every email newsletter as a reminder
- **Social Sharing Hashtag**
Ask clients to use a specific hashtag when sharing their travel photos



Idea #7

Optimize Online Presence



Make Yourself Searchable

- **Have a Website**

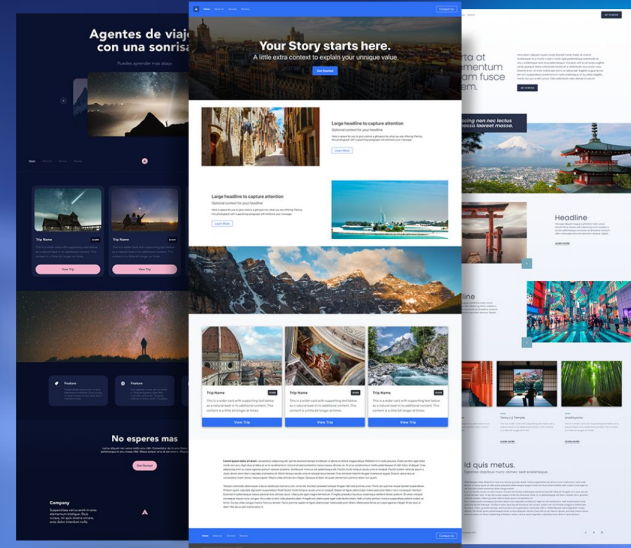
Keep it simple. You can also purchase domains for \$10-20/year

- **One-Off Landing Pages**

Online marketing at it's finest! Use to promote group trips, destinations, a resort, the possibilities are endless!

- **Use Travefy!**

A website and landing page builder is already accessible in your account!



Idea #8

Create Freebie Content



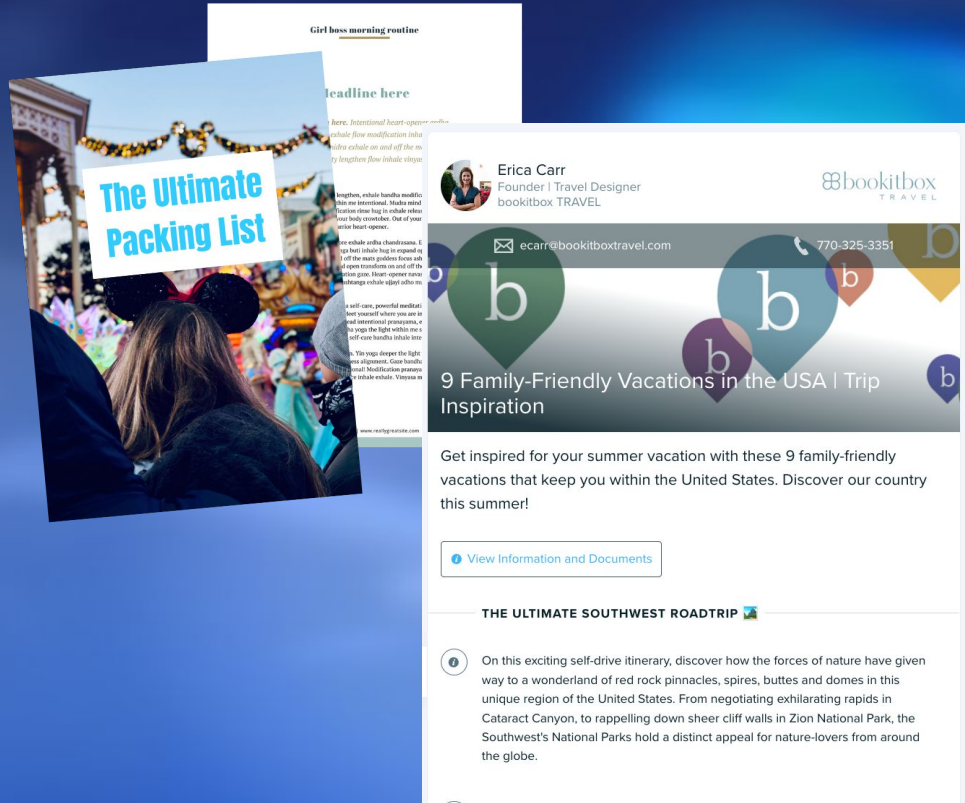
Simple & Game-Changing

Content in Exchange for Emails

Use tools like Canva or Travefy to build shareable content!

Quick Win Ideas:

- Packing lists to destinations
- Sample itineraries
- Lists: “Top 5 Family Vacation Destinations in 2025”
- Travel Guides (Pro Tip: use Travefy’s City Guides!)



Idea #9

Video Marketing



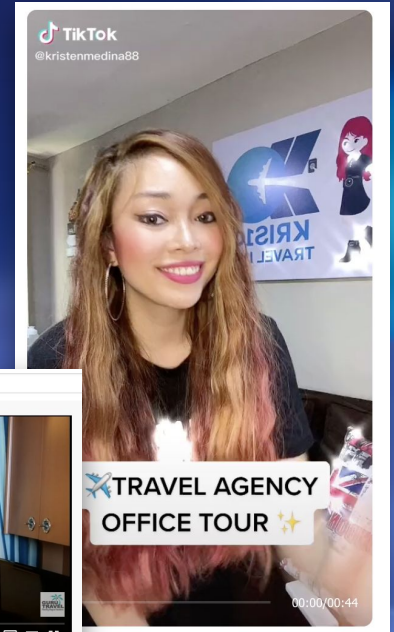
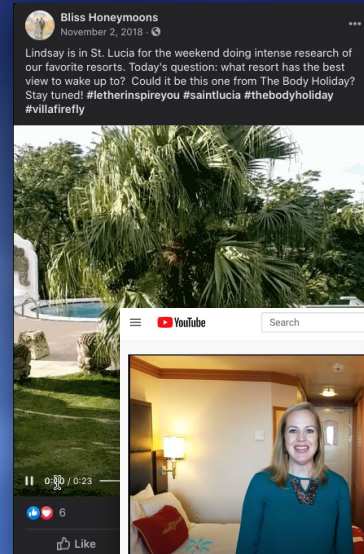
One-Of-A-Kind Engagement

Video can be KING (or Queen)

Can be as simple as using your mobile device, tablet, or computer

Quick Win Ideas:

- Give a resort, hotel, cruise tour
- Interview your suppliers
- Short video introducing yourself
- This week: Take a video walking around the trade show!



TikTok by Kristen Medina
(@kristenmedina88)

Photo by Bliss Honeymoons on Facebook / WDW Guru
on Youtube



Idea #10

Utilizing AI



Using Tools like ChatGPT

Quick Win Ideas:

- Generate social media post ideas and captions
- Brainstorm marketing ideas
- Do market research
- Create blog posts for SEO
- ...endless opportunities!

Cost = FREE!



Idea #11

Become the Local Travel Expert on the News



“Reporting Live...”

Lots of small outlets with tons of potential! You ARE the expert!

Quick Win Ideas:

- Live in a smaller area? You can become the #1 expert
- Share travel trends, hot destinations, travel updates
- Write blog and editorial posts
- Reach out and pitch yourself with multiple ideas
- Use online sources like HAR



Idea #12

Market Within Your Existing Circles



Who do you already know?

Make a list!

Don't overlook who's already around you

- Youth sport groups
- Church or spiritual groups
- Friends of friends
- Alumni groups
- Board members
- ...



Final Step: Pulling it all together

With Worksheet



Session 1: Worksheet

Marketing on a Budget: Strategies for Travel Advisors

Defining Your Target Audience

List your top three target audiences or customers.

1.	2.	3.

Reaching Your Target Audience

Channels, Tactics, Estimated Costs

Channel			
Tactics & Strategy			
Costs			
		Estimated Total	\$



Add up to 3 Different Target Audiences then Write More Detail Below About Them



Channel = How you are reaching them (ie. Social media: Facebook)

Target/Strategy = What type of content? (ie. Video, weekly Facebook posts, etc.)

Ready to get started with Travefy?

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Use code **TAF2024**

